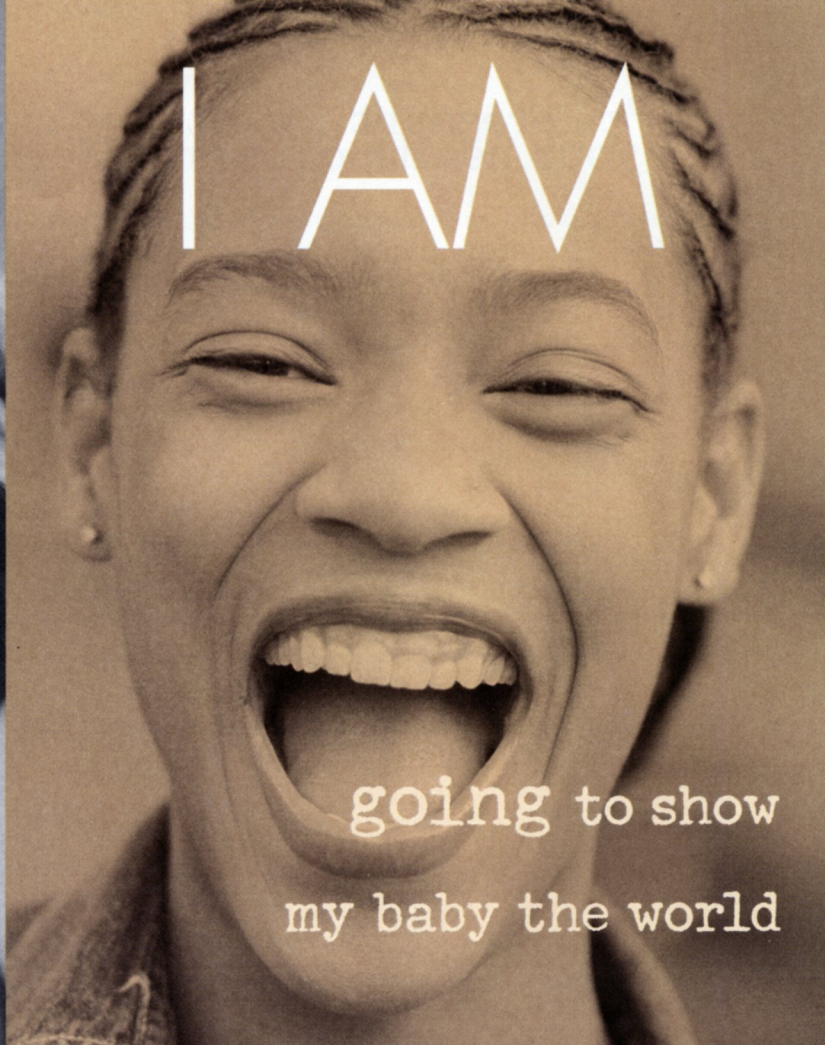


I WILL

not  
smoke



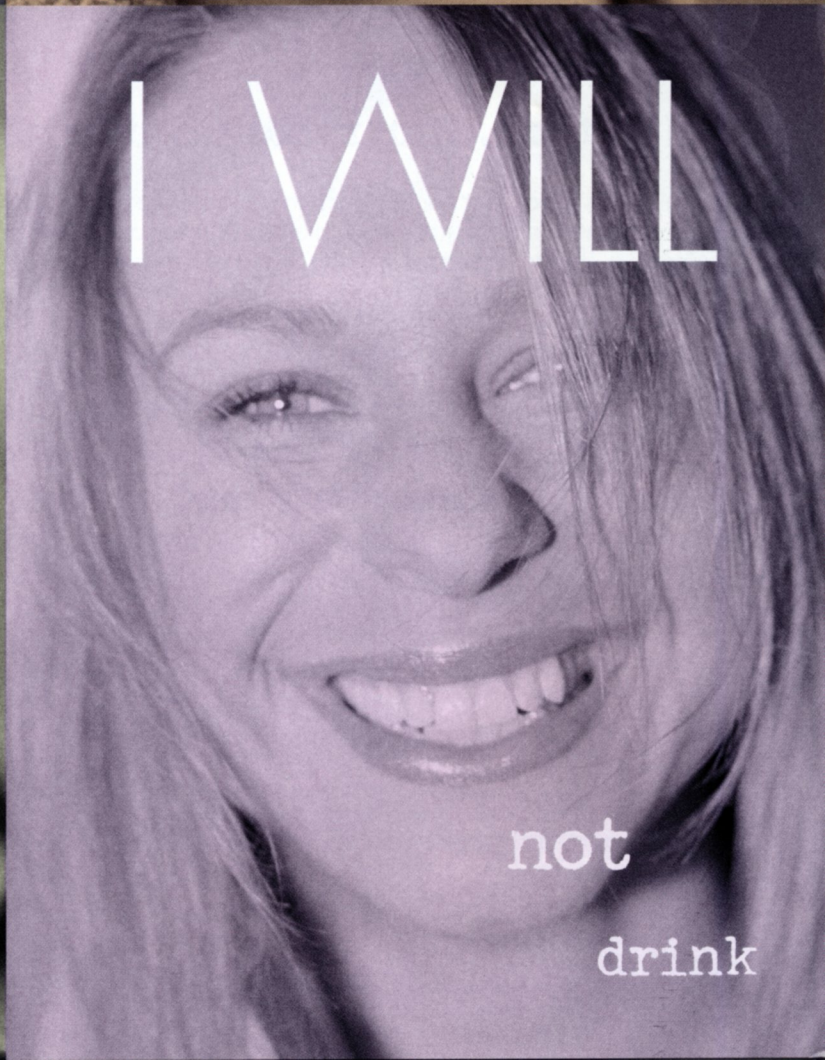
I AM

going to show  
my baby the world



I AM

going to take  
my vitamins



I WILL

not  
drink



## you're pregnant...what now?..... see your health care provider!

A doctor's care is essential throughout the entire 9 months of pregnancy..... Your baby will go through many changes as he grows.....A doctor can monitor your baby's development and catch problems that may occur.....Your doctor will also prescribe a prenatal vitamin that contains essential vitamins and minerals you and your baby need, including folic acid which is very important early in your pregnancy.....Most pregnancies are normal, but it is important to catch problems early so they can be treated.....If you do not have a physician to provide prenatal care, your local health department can refer you to a doctor who can help you along the way.



### **ACCORDING TO THE MARCH OF DIMES, A PREGNANT WOMAN SHOULD INCREASE HER DAILY FOOD PORTIONS TO INCLUDE:**

- 6 to 11 servings of breads and other whole grains
- 5 servings of vegetables
- 2 to 4 servings of fruits
- 4 to 6 servings of milk and dairy products
- 3 to 4 servings of meat and protein foods
- 6 to 8 glasses of water, and no more than one soft drink or cup of coffee per day.

## GONNA MAKE SOME CHANGES.

## nutrition...nutrition...nutrition

Eat nutritious foods that nourish both you and your baby.....Drink plenty of water and eliminate caffeine from your diet.....A pregnancy takes about 300 extra calories a day to maintain, and an average-sized woman can expect to gain between 25 and 35 pounds overall.....Calcium and iron are also especially important during pregnancy.....Getting enough calcium will help prevent a new mother from losing her own bone density as the baby uses the mineral for bone growth.....Iron helps both the mother and baby's blood carry oxygen.....Most women need a vitamin supplement to maintain adequate levels of these minerals.

## what's so important about folic acid?

- Folic acid is a B-vitamin, and it can reduce the risk of birth defects of the brain and spinal cord, called the neural tube. Folic acid is also necessary for the rapid cell growth needed to make fetal tissues and organs early in pregnancy.
- The best way to get the folic acid you need is by taking a prenatal vitamin prescribed by your doctor.
- Natural sources of folic acid include green leafy vegetables, nuts, beans, and citrus fruits. It's also in many fortified breakfast cereals, such as Total™, Multi-Grain Cheerios™, or Smart Start™.
- The U.S. Public Health Service recommends that all women of childbearing age consume 400 micrograms of folic acid each day.



## GET MOVING!

Regular exercise builds bones and muscles, gives you energy, and may improve your ability to cope with the discomfort of labor. Consult with your health care provider before beginning an exercise program.

...Walk, swim, or join a prenatal aerobics class.

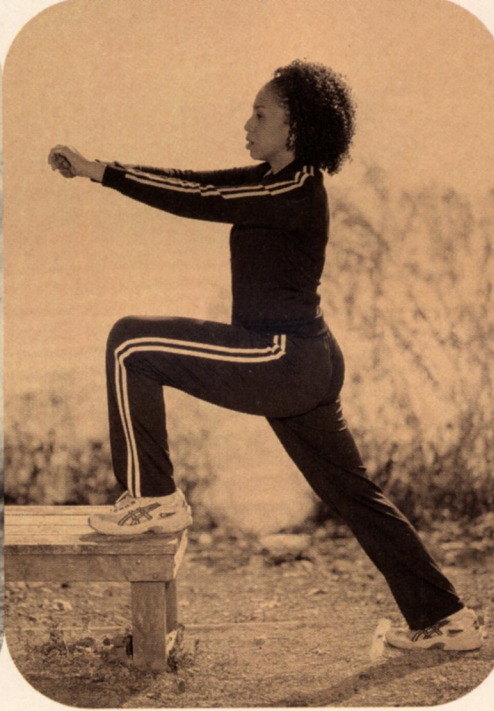
...Ask your partner or a friend to exercise with you.

...Stop if you feel dizzy, faint, overheated, or in pain.

...Drink plenty of water.







\*Note: If you are unable to talk normally during exercise, your activity is too strenuous.

## DON'T let your baby drink, smoke, or take drugs

**DRINKING** even small amounts during pregnancy can cause permanent and irreversible problems.

- When you drink, your baby drinks too.
- Fetal alcohol effects (FAE) are birth defects or other abnormalities that occur in children whose mothers drink during pregnancy.
- The three primary fetal alcohol effects are slowed growth, abnormal physical features, and central nervous system damage.
- A child who shows signs of all three fetal alcohol effects is said to have fetal alcohol syndrome.
- Fetal alcohol syndrome (FAS) is the most severe outcome of drinking during pregnancy. It is usually the result of heavy drinking during pregnancy.

**SMOKING** can harm your baby both before and after he or she is born.

- Your baby may be born prematurely. Babies who are born before their bodies are ready can die.
- Pregnant women who smoke are much more likely than nonsmokers to lose their babies before birth.
- Smoking can cause birth defects.
- Smoking can cause low birth weight.
- Smoking can cause heavy bleeding in the last months of pregnancy, which can endanger the lives of both the mother and the child.
- Sudden Infant Death Syndrome (SIDS) occurs more often in babies of women who smoked during pregnancy.
- Children whose mothers smoked during pregnancy may have learning problems later in life.

- Children who breathe secondhand smoke get more bronchitis, pneumonia and lung diseases, and have increased risk for cancer.

**DRUGS** and alcohol can reduce the flow of food and oxygen from the mother to the baby.

- The baby's growth can be slowed. Also, the drugs can drastically damage the baby's health or cause death.

\*Note: Talk to your health care provider about any over the counter or prescription medications you have been taking. Some medications could affect your baby and should not be taken while you are pregnant.

### ...what does what?...

**COCAINE** can cause premature birth, miscarriages, small size, high blood pressure, strokes, increased risk of Sudden Infant Death Syndrome (SIDS), extreme irritability, slow growth, motor difficulties, tremors and poor attachment to adults.

**MARIJUANA** can cause premature birth, low birth weight, poor responses, a weak immune system and behavior problems.

**HEROIN** can cause babies to be small, underweight, and have a smaller brain. They may have high blood pressure, increased risk of AIDS and SIDS and an increased incidence of convulsions and jaundice.

Before you have your baby, learn all that you can. Take care of yourself! Eat well, exercise, and get enough sleep. Eliminate alcohol and other illegal or un-prescribed drugs. Ask questions, and ask for help if you need it.



# You can have a healthy baby.

## after the birth of your baby....visiting the doctor.....

### HOW OFTEN SHOULD YOU TAKE YOUR BABY TO THE DOCTOR?

To begin with, your doctor will probably want to see your baby for a checkup sometime shortly after birth. And, if you are breast feeding, your doctor may recommend that a lactation consultant or visiting nurse come to your home within the first several days to answer any questions about nursing, and generally help ensure that breast feeding gets off to a good start.

Later, because babies pass through many important stages in these early months and need regular immunizations, your doctor will probably want to see your baby for examinations at 2, 4, 6, 9, 12, 15, and 18 months. At many exams your baby will receive immunizations according to a schedule recommended by the American Academy of Pediatrics and your doctor's assessment of your baby's health.

### WHAT YOUR DOCTOR EXPECTS OF YOU

At each visit, you should be prepared to tell the doctor how your baby is sleeping and eating and your observations about his general demeanor. Also, bring up any concerns you may have about his development.

### WHEN YOUR BABY IS SICK

If your baby comes down with a cold or fever and is vomiting, or is exhibiting any out-of-the-ordinary behavior, call your doctor. Many practices, clinics and health organizations offer 24-hour help lines and are willing to see your child if you and they decide that it's needed.

### VISION EXAMINATIONS

According to the American Optometric Association Pediatric Eye Exam Guidelines, a child should first visit an optometrist for an initial comprehensive eye exam at six months of age.

The child should have another eye examination at age three. Young children fail to realize that the way they see the world may not be the way they should be seeing it. By age three, children have the cognitive and communication skills to respond to vision assessment tools similar to those used by adults.

80% of learning is visual, and poor vision can prevent a child from reaching his or her full potential.

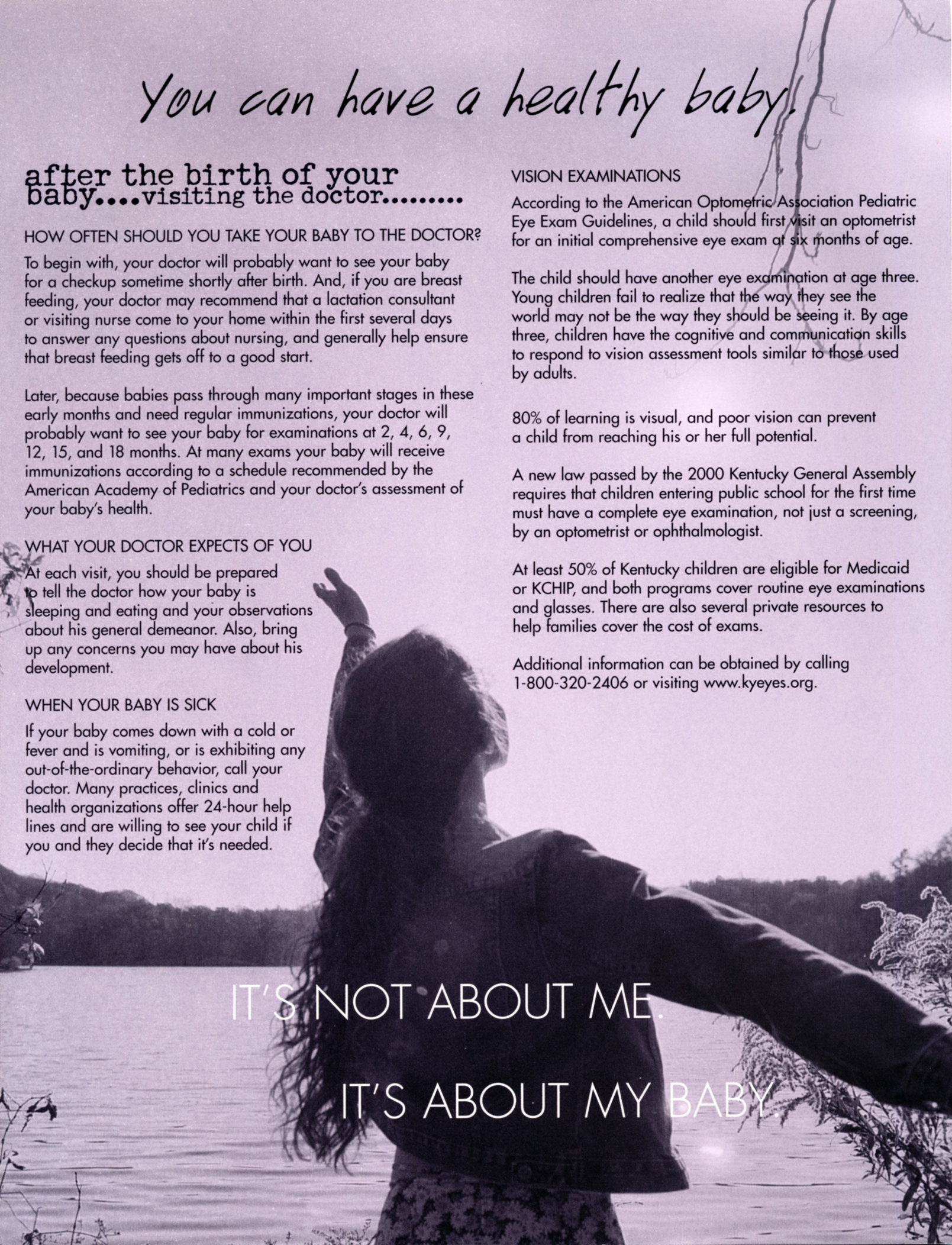
A new law passed by the 2000 Kentucky General Assembly requires that children entering public school for the first time must have a complete eye examination, not just a screening, by an optometrist or ophthalmologist.

At least 50% of Kentucky children are eligible for Medicaid or KCHIP, and both programs cover routine eye examinations and glasses. There are also several private resources to help families cover the cost of exams.

Additional information can be obtained by calling 1-800-320-2406 or visiting [www.kyeyes.org](http://www.kyeyes.org).

IT'S NOT ABOUT ME.

IT'S ABOUT MY BABY.







I AM MY BABY'S WORLD. I WON'T POLLUTE IT.

Everything you do, your baby does, too. **It's that simple.**

And even **your lifestyle** choices prior to becoming pregnant can affect your baby.

Far too many Kentucky babies are born with health problems that **can be avoided.**

And with some **simple choices**, you have the ability to greatly increase  
your chances of having a healthy baby. **Healthy me. Healthy baby.<sup>SM</sup>**






Kids Now is funded with proceeds  
from the Master Tobacco Settlement

Everything I do,  
my baby does too. And my baby's  
not gonna drink or smoke.

If you have any additional questions about the information contained in this brochure, contact your physician or your local health department. Or go online to find additional info at [www.kidsnow.ky.gov](http://www.kidsnow.ky.gov)

**X** Not going to drink    **X** Not going to smoke

 Take my vitamins

**1 866 929 BABY**